

Atomic Process May Give Fish Industry a Lift

By Reynolds Knight
 Now's the season when many newspaper picture pages show an eery-looking, ice-encrusted fishing trawler returning to port after a stormy trip to the fishing grounds. But commercial fishing interests no longer fret over ghastly weather at sea — their gnawing problem is to increase consumption of fish.
 In the years after World War II annual consumption of fish products was running around 12 pounds per capita.

Then improved processing methods led to such innovations as quick-frozen, pre-cooked fish and fish dinners, lessening the housewife's toil and the strong aromas of fish in the kitchen — and increasing consumption somewhat.
 Now it appears that a startling new development involving nuclear radiation techniques may bring a new era to the preservation and marketing of Neptune's protein-rich creatures.
 Commercial fishing firms

currently are watching closely as plans go forward for a test laboratory on the Massachusetts coast to demonstrate the technical feasibility of radiation pasteurization of fish products. The Atomic Energy Commission is sponsoring the program, under which actual processing and preservation of fish will start in late 1964.
GAS 'COMMON MARKET'
 Besides having been the first major U.S. enterprise to contract for exhibit space at the

New York 1964-65 World's Fair, the gas industry apparently aims to lead all others in using its Fair exhibit as a means of expanding its market from strictly domestic to world-wide.
 Harold Massey, managing director of the Gas Appliance Manufacturers Assn., whose more than 600 members produce 95 per cent of all gas-burning equipment made in this country, explains it this way:
 "The Festival of Gas exhibit

will place our manufacturers of residential, commercial and industrial equipment within walking distance of the trade missions of nearly a hundred nations scheduled to exhibit at the World's Fair. What better opportunity could they have for surveying foreign markets, negotiating leasing, licensing, merchandising and other overseas arrangements, determining mutually profitable methods of doing business, and helping share the potential of increasing gas

equipment use in other nations?" Maybe GAMA has here the makings of an important extension of the Common Market, World's Fair-style!
SATELLITE SILENCER
 How do you tell a satellite 22,300 miles away to stop operating?
 Scientists of the National Aeronautics and Space Administration and Hughes Aircraft Co. have found an easy answer. They're going to watch using one of Bulova's

"Accutron" electronic timekeepers pre-set before launching to switch off the new Syncom satellite after years of operation.
 Syncom is a new type of communications satellite that is scheduled for its first experimental-version launching from Cape Canaveral shortly. NASA and Hughes hope to place it in a synchronized orbit some 22,000 miles from earth so that it will "hover" over the same spot all the time.
THIS FIRST experimental Syncom will have only a two-way telephonic capability. The job of the timer is to shut off

that capability after three years so that its radio frequency can be used by subsequent satellites.
 The timing instrument, which was developed from Bulova's Accutron electronic watch, has a miniature battery that can keep it powered for three years, but energy from Syncom's solar cells will be used in this application. The timer was chosen because of its accuracy and reliability of operation unattended over long periods.
 If the near-future Syncom experiments are successful, a global communications network could be set up using
 (Continued on Page 31)

only three estimates...
 THING...
 Long Is...
 erence...
 motorist...
 seat bel...
 featuring...
 Mickey...
 and ope...
 thing n...
 banites...
 next su...
 outs: ar...
 erates e...
 the sun...
 require

U.S.D.A. GRADED CHOICE STEER BEEF



...and you get BLUE CHIP STAMPS

STEAK 'n POTATOES

TENDER, JUICY T-BONE STEAKS

\$1.15 lb.

TRIMMED OF EXCESS FAT AND TAILS!

PORTERHOUSE STEAKS \$1.19 lb.

Tender Juicy "King Size"

Sirloin Tip **98c** lb.

Boneless Lean Tender

Round **98c** lb.

Boneless Full Cut Tender, juicy

BUTTERNUT COFFEE

1-LB. CAN

55c

Boys Low Price!

JELLO DESSERTS

ASSORTED — 3-OZ. PKG.

2 FOR \$1.15

MORTON'S PIES

Frozen Chicken, Turkey, Beef

6 8-OZ. PKGS. **\$1.15**

MIRACLE WEEP

By KRAT

49c QT. JAR

C-H-B DILL or KOSHER DILL PICKLES 59c

CHIC-E PET FOOD	GERBER'S BABY FOODS
All Chicken 2 6-oz. Cans 29c	3 4 1/2-oz. Jars STRAINED JUNIOR 29c
Chopped Giblet 2 6-oz. Cans 31c	2 6 1/2-oz. Jars 27c
Chopped Kidney 2 6-oz. Cans 31c	
PROCTER & GAMBLE SOAPS	SCHILLING Garlic Salt
For Beauty and Health	3 1/2-oz. Jar 29c
IVORY SOAP	
Personal 4 for 27c	
Medium 3 for 29c	
Large 2 for 31c	
CAMAY ZEST	Thrill 89c
Reg. Bath 3/29c	Qt. Plastic Cont. 89c
Reg. Bath 2/29c	
Reg. Bath 2/39c	

Boys Bottle Shop

100% Grain Neutral Spirits

Danube **VODKA \$2.98**

or Brookshire **GIN \$2.98**

80 Proof—Charcoal Filtered "BOURBON RARE" **BOURBON \$3.59**

Excellent Highball Whiskey

100% Grain Spirits **GILBEYS GIN \$4.19**

America's Finest Martini Mix

Santa Fe—Vino Royal **WINES \$4.99**

Delicious Dinner Wines

VIN ROSE CHABLIS RHINE & RED **49c**

FIFTH Reg. 79c

PIEBOY PIES

Fresh Frozen PUMPKIN

25c 22-oz. 8-inch PIES

BLUE BONNET OLEO

1-LB. CARTON

4 FOR \$1

BOYS SUPER VALUE!

Suffering from Lack of Appetite? TRY...

Boy's VITAMIN B-1

50 MG	100 MG
98c	\$1.49
BTL. OF 100	BTL. OF 100

Fresh Bakery Goods

CARAMEL PECAN COFFEE CAKE

Reg. 49c **39c**

Junior Department Store

Clearance Sale!—LADIES' BLOUSES

FALL and SPRING STOCK

Reg. \$2.98 **\$1.88**

Reg. \$1.98 **\$1.29**

Reg. 98c-\$1.29 **66c**

SPORT SHIRTS

WHILE STOCK LASTS! MEN'S—LONG SLEEVE

Reg. \$1.79 - \$1.98 **\$1.29**

Reg. \$2.98 **\$1.88**

FLANNEL Sleepers

Gaily Printed

Sizes 2-4 **88c**

Value! \$1.49

SORRY! These Jr. Dept. Store Items are NOT Available at These Stores: 2250 W. Pico Blvd., 4710 S. Broadway, 5801 S. Vermont, 500 W. Florence. Try Any of Our Other Friendly Boys Markets.